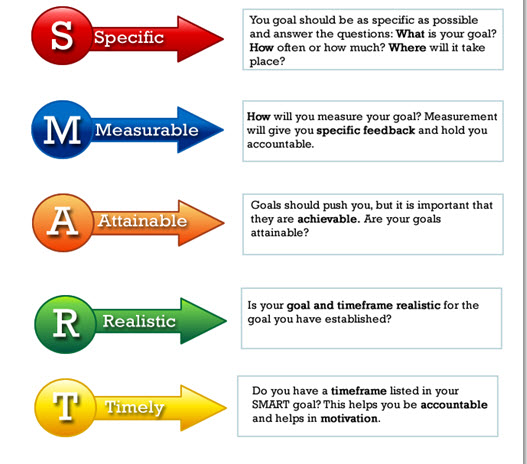
**STRATEGY WORKSHEET**

**PEOPLE**

Describe Your Audience

Who are you trying to reach?

**OBJECTIVE**

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WRITE YOUR SMART OBJECTIVE

**STRATEGY**

Write down some ideas for different stories

**The Story of Self** (organization) – this is the story about the organization’s mission, objectives, strategy or accomplishments.

**The Story of Us** (community) – this is the story of the target group with/for whom the organization is working – women, youth, children, civil society, journalists.

**The Story of Now** (change the world) – this is the story of your cause. This helps to connect your organization’s work to similar efforts across the globe using social media.

Pick one story to write out

* Act 1: Give the circumstances – time, setting, and place. Enough information for the audience to understand what is about to happen.
* Act 2: A conflict or inciting incident happens. To build tension or interest, action usually produces conflict which brings more action and conflict. This draws audiences in as conflict is overcome over and over.
* Act 3: A resolution is unveiled. The dramatic ending to all of the drama can end with happiness, success, despair, or a funny punchline. The resolution is usually the majority of your story and is never the same twice.

**TOOLS**

**What social media tools will you use?**

